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Message Text

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PAGE 01 TEGUCI 05369 162225Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
----------013915 170325Z /66
R 161445Z NOV 77
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 8494

UNCLAS TEGUCIGALPA 5369

E.O. 11652: N/A
TAGS: BBSR, HO
SUBJ: WTDR/FTI: EMPRESA ALVAREZ

REF: USDOC 19566

1. HONDURAS

OFFICE USE: W. 215 3. 0039600 4. 01

5. EMPRESA ALVAREZ

6. P.O. BOX 100C; 1A. CALLE ENTRE 4A Y 5A. AVE,
COMAYAGUELA

7. TEGUCIGALPA, D.C.

8. CONTACT: JUAN JOSE ALVAREZ

9. TITLE: MGR.
OTHER OFFICIALS ARE: RICARDO ALVAREZ, PARTNER

10. PHONE: 226666 11. TELEX: N/A

12. CABLE: ALVA

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13. ESTABL: 1920 14. EMPL: 70 15. SIZE: MEDIUM

16. REPUTATION: Y-SATISFACTORY 17. RPT. DATE: 11/77

OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. C5

23A. 37111/35 DIST AND IMP OF PASSENGER CARS

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23B. 37111/35 DIST AND IMP OF TRUCKS

23C. 37141/35 DIST AND IMP OF PARTS AND ACCESSORIES
FOR MOTOR VEHICLES

23D. 36210/35 DIST AND IMP OF MOTORS AND GENERATORS

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO ATLANTIDA, 5A. AVE., TEGUCI-
GALPA.

26. TRADE REFS: INTERNATIONAL HARVESTER, CHICAGO, ILL.

27. FOREIGN FIRMS REPRESENTED: INTERNATIONAL HARVESTER, CO.,
CHICAGO, ILL.

28. POST EVALUATION: THIS FIRM, ALSO KNOWN AS SOCIEDAD
GENERAL DE COMERCIO, S.A. IS A CORPORATION WHICH
DISTRIBUTES MOTOR VEHICLES, PUMPS, GENERATORS, AND
CONSTRUCTION MACHINERY. IT WAS ESTABLISHED BY MR.
JUAN ALVAREZ, AND UNDER HIS DIRECTION THE FIRM WAS
VERY SUCCESSFUL. AT PRESENT, IT IS MANAGED BY HIS
SONS. SEVERAL U.S. FIRMS NOW REPRESENTED BY EMPRESA
ALVAREZ HAVE EXPRESSED DISSATISFACTION WITH THEIR
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SALES PROMOTION EFFORTS AND MAY EVEN WISH TO CHANGE
DISTRIBUTORS. LOCAL BANKING CIRCLES REPORT THE
FIRM'S CAPITAL AS $US80,000 AND 1976 SALES AS
$US1.1 MILLION. THOUGH THE FIRM SEEMS TO LACK
DYNAMIC MANAGEMENT IN ITS SALES PROMOTIONS, BANKS
REPORT A SATISFACTORY FINANCIAL REPUTATION. THIS
FIRM IS RECOMMENDED AS A SUITABLE TRADE CONTACT
FOR U.S. FIRMS FOR DIRECT SALES, HOWEVER, CAUTION
IS NEEDED WHEN CONSIDERING AN AGENT/DISTRIBUTOR
AGREEMENT.

29. PREP: J.J. ORTUNO APPR: M.KROMHOUT.
JARAMILLO

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NNN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 16-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEGUCI05369
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770425-0398
Format: TEL
From: TEGUCIGALPA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771150/aaaabqzw.tel
Line Count: 107
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b5b33b18-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 562850
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: EMPRESA ALVAREZ
TAGS: BBSR, HO
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/b5b33b18-c288-dd11-92da-001cc4696bcc
Review Markings:
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